GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:2918
ANSWERED ON:07.12.2001
EXPORT OF COFFEE
AMBATI BRAHMANAIAH;PUTTASWAMY GOWDA;RUDRAGOUDA PATIL

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

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(a) the total quantum and value of coffee exported during each of the last three years till date; (

(b) the percentage of increase / decrease registered in coffee export during the above period; (

(c) the specific plans formulated by the Government / Coffee Board to boost the coffee export during coming years; (

(d) whether there is abnormal decline in coffee export after September 11, 2001; (

(e) if so, upto what extent the foreign exchange earnings likely to be reduced during 2001-2002; and (

(f) the corrective steps proposed by the Coffee Board to protect the interests of country as well as of small planters in this situation?

Answer

MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI RAJIV PRATAP RUDY)

(a) to (f) : A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (A) TO (F) OF LOK SABHA UNSTARRED QUESTION NO.2918 ANSWER ON 7TH DECEMBER, 2001 REGARDING EXPORT OF COFFEE

(a) & (b): The total quantum and value of coffee exported during the last three years alongwith percentage increase registered are given below:

Year	Quantity In lakh tonnes	Value US $Mn. Rs.crores of coffee exports	Percentage increase registered in Qty.
1998-99	2.12	1752 431.41	+15.57
1999-00	2.45	1901 447.33	+13.47
2000-01	2.47	1376 333.39	+0.80
2001-02 (Apr.-Nov.)	1.22	620 142.80	-

(c): For boosting exports of coffee, the Coffee Board is concentrating on targeted import markets like Italy, USA, Germany, Japan, Russia and West Asia etc. The Board also participates in selectedfood fairs/exhibitions abroad, releases advertisements on unique features of Indian Coffee in selected overseas trade journals, sponsors trade delegations/invites roasters` delegation from all target markets to India, arranges service of Indian coffee abroad through our embassies, distributes gift packets of Indian Coffee throughour embassies on special occasions and festivals, publishes and distributes literature on Indian Coffee.

Coffee Board is also implementing a medium-term export strategy to sustain and gain market share in the key markets and also to improve the competitiveness of Indian Coffee in the global markets over the next few years.

(d) & (e): There appears to be no major shortfall in terms of quantity of coffee exports after the September 11 events . However, due to all-time low prices of coffee prevailing in the global markets, the foreign exchange earnings from coffee exports during the current year is likely to be of the tune of US$ 200 million.

(f) The Govt. of India through Coffee Board has already been implementing various developmental schemes under which various types

of financial and technical assistance are provided to the coffee growers. Further, thrust is being given for increasing productivity of coffee particularly in the small grower sector and also for improving quality of the product to achieve competitiveness in the global markets.

Recently, at the behest of Govt. of India, the commercial banks have rescheduled the crop loans of small coffee growers besides extending fresh working capital loans to the coffee growers. The Coffee Board has also been permitted to implement an Interest Subsidy Scheme which willprovide 5% subsidy to targetted small coffee growers on the crop loans availed of by them from the financial institutions / Commercial Banks.